



Memorandum

To: Provosts and Chief Academic Officers

From: Paula K. Compton, Ph.D., Associate Vice Chancellor

Date: April 21, 2022

Subject: Informational Survey: Media Arts and Visual Design & Imaging CTAGs

Background Information: Each year the Ohio Department of Education (ODE)'s career-technical content standards are reviewed in different subject areas. At the same time, the learning outcomes of existing Career-Technical Assurance Guide (CTAG) courses in the same area are reviewed to identify any necessary updates and to maintain alignment between ODE content standards and the CTAG courses. This revision process is conducted as a collaboration between ODE, the Ohio Department of Higher Education (ODHE), and faculty at both secondary and post-secondary institutions.

In preparation for the upcoming revision of the Arts and Communication content standards and CTAG courses, ODHE staff are seeking to gather preliminary information from faculty experts (1) to determine which existing CTAG courses may be in need of significant updates and (2) to ensure that we have current data on institutional courses that align to the CTAG learning outcomes. The data provided in this survey will help guarantee that we can most effectively support the students of Ohio.

What We Need from You: This memo addresses the need to gather data on the learning outcomes of the current Media Arts and Visual Design & Imaging CTAG courses and the courses taught at Ohio public colleges and universities that align to them. The Media Arts CTAG includes the following courses:

- Introduction to Digital Media Arts and Media Design
- Introduction to Audio Production
- Introduction to Single Camera Video Production
- Multi-Media Production for the Web

The Visual Design & Imaging CTAG includes the following courses:

- Design and Typography Fundamentals
- Fundamentals of Advertising Communication

Please arrange to have an appropriate faculty member at your institution complete the survey as soon as possible, **but no later than Thursday, May 5**. We are collecting **only one representative** response per institution.

Jon Lundquist of Columbus State Community College serves as the faculty expert who will be compiling and reviewing the data from this survey.



**Department of
Higher Education**

Mike DeWine, Governor
Randy Gardner, Chancellor

The online survey is available through the following link:

<https://www.surveymonkey.com/r/SDVWRRG>

The attached PDF of the survey is for reference only. Please use the included link to complete the survey. Thank you for your assistance with this important matter.

If you have any questions regarding this survey, please contact Ben Parrot, Senior Associate Director of SCTAI Implementation, at bparrot@highered.ohio.gov.

Attachment 1